

FORM PTO-1449 U.S. DEPARTMENT OF COMMERCE
(MODIFIED) PATENT AND TRADEMARK OFFICE

INFORMATION DISCLOSURE
STATEMENT BY APPLICANT
(Use several sheets if necessary)

(37 C.F.R. § 1.98(b))

ATTY. DOCKET NO.
52846-5002-01

SERIAL NO.
Unknown

APPLICANT
Loeb, et al.

FILING DATE
August 1, 2001

GROUP

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09/920565
08/01/01

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		PATENT NUMBER							ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
ERC	A	4	7	9	9	1	5	6	01/17/89	Shavit, et al.	364	401	
	B	5	1	6	8	4	4	5	12/01/92	Kawashima, et al.	364	403	
	C	5	3	1	9	5	4	2	06/07/94	King, Jr., et al.	364	401	
	D	5	4	7	5	5	8	5	12/12/95	Bush	364	401	
	E	5	4	8	3	4	4	5	01/09/96	Pickering	364	406	
	F	5	5	2	1	9	6	6	05/28/96	Friedes, et al.	379	91	
	G	5	5	9	2	3	7	5	01/07/97	Salmon, et al.	705	7	
	H	6	0	1	4	6	4	1	01/11/00	Loeb, et al.	705	34	
	I	4	9	9	2	9	4	0	02/91	Dworkin	705	26	
	J	5	0	5	1	9	1	4	09/91	Sansone, et al.	700	223	
ERC	K	5	9	0	7	8	4	5	05/91	Cox, et al.	707	102	

FOREIGN PATENT OR PUBLISHED FOREIGN PATENT APPLICATION

		DOCUMENT NUMBER							PUBLICATION DATE	COUNTRY OR PATENT OFFICE	CLASS	SUBCLASS	TRANSLATION	
													YES	NO
ERC	L	08	1	2	9	5	9	4	May, 1996	Japan				

OTHER DOCUMENTS (Including Author, Title, Date, Relevant Pages, Place of Publication)

ERC	M		William H. Huff, "SERIAL SUBSCRIPTION AGENCIES", Library Trends, April 1976, Vol. 24, No. 4, pp. 683-709.
ERC	N		Jennifer Howland, "NATIONAL DISTRIBUTORS: SCANNING THE FUTURE", Folio Magazine, February 1985, pp. 69
	O		Wally Wood, "CIRCULATION MARKETING: LET YOUR MAGAZINE DO THE SELLING", Folio Magazine, June 1985, pp. 69
ERC	P		Folio: The Magazine for Magazine Management, "TITLES TURN TO CREDIT CARD BILLING", January 1, 1991, Vol. 20, No. 1, ISSN: 0046-4333, pp. 21.
	Q		Scott Donaton, "MAGAZINES SET TO TEST AUTOMATIC RENEWALS", Advertising Age, January 7, 1991, New Section, pp. 6.

EXAMINER

Cosimano, E.

DATE CONSIDERED

10/27/03

EXAMINER: Initial citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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<div style="font-size: 2em;">ERC</div> <div style="font-size: 4em;">↓</div> <div style="font-size: 2em;">ERC</div>	R	Echo Montgomery Garret, "PLAYING THE TRUMP CARD.....", Folio's Publishing News, January 15, 1991, Vol. 3, No. 1, ISSN: 1043-8688, pp. 29.
	S	John Masterson, "TITLES TURN TO CREDIT CARD BILLING TO BOOST RENEWALS; CIRCULATION", Direct February 1991, Vol. 3, No. 2, ISSN: 1046-4174, pp. 16.
	T	Elliott King, "MAGAZINES TEST 'TILL FORBID' PROGRAMS; AUTOMATIC RENEWALS; CIRCULATION INSIDER", Target Marketing, February 1991, Vol. 14, No. 2, ISSN: 0889-5333, pp. C2
	U	Tony Silber, "NO AUTOMATIC ACCEPTANCE FOR AUTORENEW; PERIODICAL SUBSCRIPTION; UPDATE", Folio The Magazine for Magazine Management, May 1, 1991, Vol. 20, No. 5, ISSN: 0046-4333, pp. 13
	V	John Motavalli, "AMEX MERGER TALKS NEAR END; AMERICAN EXPRESS PUBLISHING CO.", Inside Media, November 20, 1991, ISSN: 1046-5316, pp. 1

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<div style="font-size: 2em; font-family: cursive;">ERC</div> <div style="font-size: 4em; font-family: cursive; margin-top: 10px;">↓</div>	GG	Cris Beam, "NEW HOPE FOR AUTORENEWLAS, AUTOMATIC MAGAZINE SUBSCRIPTION RENEWALS", Folio: The Magazine for Magazine Management, August 1, 1996, Vol. 25, No. 11, ISSN: 0046-4333, p. 24.
	HH	Publisher's Clearinghouse On-Line Magazine Ordering Entitled "DEAL OF THE DAY", Dated Thursday, March 6, 1997, (pch.com), 8 pp.
	II	Folio: Publishing News, "MAGAZINES REPORT POOR RESULTS IN RENEWAL SERVICE'S TESTS; AUTORENEW AUTOMATIC SUBSCRIPTION RENEWAL SERVICE", April 1992, Vol. 4, No. 4, pg. 10
	JJ	Advertising Age, "AUTOMATIC RENEWAL TESTS AT CONDE NAST," February 3, 1992, pg. 10.
<div style="font-size: 2em; font-family: cursive;">ERC</div>	KK	Folio's Publishing News, February 15, 1991, "LIFE AFTER THE NUMBERS GAME, A RADICAL RETHINKING OF CIRCULATION ECONOMICS AND STRATEGIES IS UNAVOIDABLE, SAYS MPA'S BOB COHN; MAGAZINE PUBLISHERS OF AMERICA; NEWSMAKER; INTERVIEW", Vol. 3, No. 2, Pg. 27, ISSN: 10443-8688

EXAMINER <div style="font-size: 1.5em; font-family: cursive;">Cosimano, E.</div>	DATE CONSIDERED <div style="font-size: 1.2em; font-family: cursive;">10-27-03</div>
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<div style="font-size: 2em;">ERC</div> <div style="font-size: 4em; margin-top: 10px;">↓</div> <div style="font-size: 2em; margin-top: 10px;">ERC</div>	LL	Folio: The Magazine for Magazine for Magazine Management, "AUTOMATIC RENEWALS: 10 TIPS FROM THE FRONT LINES; PERIODICALS; BRIEF ARTICLE", November 1, 1996, Vol. 25, No. 16, ISSN: 0046-4333, p. 9.
	MM	Paula Squires, "EVEN DEATH MAY NOT STOP YOUR READER'S DIGEST SUBSCRIPTION", The Richmond Times Dispatch, March 16, 1997.
	NN	David N. Rosen, "A GREAT IDEA COMES OF AGE. AUTORENEWAL LETS YOU CUT MAILING EFFORTS AND IMPROVE SUBSCRIBER RETENTION; PERIODICAL PUBLISHING", Folio Magazine, February 1, 1998, Vol. 27, No. 2, ISSN: 0046-4333, p. 37.
	OO	Linge: "A MULTIMEDIA ARCHITECTURE FACILITATING INTERACTIVE CUSTOMER SERVICES", 18 th Biennial Symposium on Communications Symposium Proceedings 2-5 June 1996, pages 301-304 (Abstract Only).

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